



WLOS Asheville
110 Technology Dr
Asheville, NC 28803

Smart Media Group-Alexandria
814 King St
Ste 400
Alexandria, VA 22314

Contract # 1336725

Schedule Dates 10/22/12-10/28/12
Advertiser McCrory for Governor (30707)
Agency Smart Media Group-Alexandria (6613)
Product POLITICAL CANDIDATE (ns) (1186)
Brand MCCRORY FOR NC GOV (453334)
Salesperson Millennium/PHL, Philadelphia (1103)
Sales Office Millennium Philadelphia
Buyer Name Brooks,Michele
Phone/Fax /
CPE MCCR/ORDR/C22C28
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments MCCRORY FOR GOVERNOR
MCCRORY FOR GOVERNOR
SHARE 72%

Date Entered 07/11/12
Last Modified 08/31/12
Entered By Louise Palmer
CO-OP No
Headline # ECR09765086
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,787.50
Net Total \$38,462.50
Sales Tax

Asheville (WLOS)

By Broadcast Month	Spots	Rate
Oct. 2012	42	\$45,250.00
Grand Total:	42	\$45,250.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / News	10/22/12-10/22/12	2	:30	11:58:41A- News-News 13 at Noon	1	X										Asheville (WLOS)	NWS 13 NOON LEVEL 2	7/11/12
1.1	Normal Line / News	10/22/12-10/22/12	2	:30	11:58:41A- News-News 13 at Noon	1	X							1	\$800.00	\$800.00	Asheville (WLOS)	NWS 13 NOON LEVEL 2	8/31/12
2.0	Revised Line / News	10/23/12-10/23/12	2	:30	11:58:41A- News-News 13 at Noon	1		X									Asheville (WLOS)	NWS 13 NOON LEVEL 2	7/11/12
2.1	Normal Line / News	10/23/12-10/23/12	2	:30	11:58:41A- News-News 13 at Noon	1		X						1	\$800.00	\$800.00	Asheville (WLOS)	NWS 13 NOON LEVEL 2	8/31/12
3.0	Revised Line / News	10/24/12-10/24/12	2	:30	11:58:41A- News-News 13 at Noon	1			X								Asheville (WLOS)	NWS 13 NOON LEVEL 2	7/11/12
3.1	Normal Line / News	10/24/12-10/24/12	2	:30	11:58:41A- News-News 13 at Noon	1			X					1	\$800.00	\$800.00	Asheville (WLOS)	NWS 13 NOON LEVEL 2	8/31/12
4.0	Revised Line / News	10/25/12-10/25/12	2	:30	11:58:41A- News-News 13 at Noon	1				X							Asheville (WLOS)	NWS 13 NOON LEVEL 2	7/11/12
4.1	Normal Line / News	10/25/12-10/25/12	2	:30	11:58:41A- News-News 13 at Noon	1				X				1	\$800.00	\$800.00	Asheville (WLOS)	NWS 13 NOON LEVEL 2	8/31/12
5.0	Revised Line / News	10/26/12-10/26/12	2	:30	11:58:41A- News-News 13 at Noon	1					X						Asheville (WLOS)	NWS 13 NOON LEVEL 2	7/11/12

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5.1	Normal Line / News	10/26/12-10/26/12	2	:30	11:58:41A- News-News 13 at Noon	1					X			1	\$800.00	\$800.00	Asheville (WLOS)	NWS 13 NOON LEVEL 2	8/31/12
6.0	Revised Line / SPOT	10/22/12-10/22/12	2	:30	4:00:30P- Anderson	1	X										Asheville (WLOS)	ANDERSON COOPER LEVEL 2	7/11/12
6.1	Normal Line / SPOT	10/22/12-10/22/12	2	:30	4:00:30P- Katie	1	X							1	\$350.00	\$350.00	Asheville (WLOS)	KATIE	8/31/12
7.0	Revised Line / SPOT	10/23/12-10/23/12	2	:30	4:00:30P- Anderson	1		X									Asheville (WLOS)	ANDERSON COOPER LEVEL 2	7/11/12
7.1	Normal Line / SPOT	10/23/12-10/23/12	2	:30	4:00:30P- Katie	1		X						1	\$350.00	\$350.00	Asheville (WLOS)	KATIE	8/31/12
8.0	Revised Line / SPOT	10/24/12-10/24/12	2	:30	4:00:30P- Anderson	1			X								Asheville (WLOS)	ANDERSON COOPER LEVEL 2	7/11/12
8.1	Normal Line / SPOT	10/24/12-10/24/12	2	:30	4:00:30P- Katie	1			X					1	\$350.00	\$350.00	Asheville (WLOS)	KATIE	8/31/12
9.0	Revised Line / SPOT	10/25/12-10/25/12	2	:30	4:00:30P- Anderson	1				X							Asheville (WLOS)	ANDERSON COOPER LEVEL 2	7/11/12
9.1	Normal Line / SPOT	10/25/12-10/25/12	2	:30	4:00:30P- Katie	1				X				1	\$350.00	\$350.00	Asheville (WLOS)	KATIE	8/31/12
10.0	Revised Line / SPOT	10/26/12-10/26/12	2	:30	4:00:30P- Anderson	1					X						Asheville (WLOS)	ANDERSON COOPER LEVEL 2	7/11/12
10.1	Normal Line / SPOT	10/26/12-10/26/12	2	:30	4:00:30P- Katie	1					X			1	\$350.00	\$350.00	Asheville (WLOS)	KATIE	8/31/12

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11.0	Revised Line / News	10/22/12-10/22/12	2	:30	6:30A- 7A (EST)	1	X										Asheville (WLOS)	NWS13 THS MORN LEVEL 2	7/11/12
11.1	Normal Line / News	10/22/12-10/22/12	2	:30	6:30A- 7A (EST)	1	X							1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 THS MORN LEVEL 2	8/31/12
12.0	Revised Line / News	10/23/12-10/23/12	2	:30	6:30A- 7A (EST)	1		X									Asheville (WLOS)	NWS13 THS MORN LEVEL 2	7/11/12
12.1	Normal Line / News	10/23/12-10/23/12	2	:30	6:30A- 7A (EST)	1		X						1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 THS MORN LEVEL 2	8/31/12
13.0	Revised Line / News	10/24/12-10/24/12	2	:30	6:30A- 7A (EST)	1			X								Asheville (WLOS)	NWS13 THS MORN LEVEL 2	7/11/12
13.1	Normal Line / News	10/24/12-10/24/12	2	:30	6:30A- 7A (EST)	1			X					1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 THS MORN LEVEL 2	8/31/12
14.0	Revised Line / News	10/25/12-10/25/12	2	:30	6:30A- 7A (EST)	1				X							Asheville (WLOS)	NWS13 THS MORN LEVEL 2	7/11/12
14.1	Normal Line / News	10/25/12-10/25/12	2	:30	6:30A- 7A (EST)	1				X				1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 THS MORN LEVEL 2	8/31/12
15.0	Revised Line / News	10/26/12-10/26/12	2	:30	6:30A- 7A (EST)	1					X						Asheville (WLOS)	NWS13 THS MORN LEVEL 2	7/11/12
15.1	Normal Line / News	10/26/12-10/26/12	2	:30	6:30A- 7A (EST)	1					X			1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 THS MORN LEVEL 2	8/31/12
16.0	Revised Line / News	10/27/12-10/27/12	2	:30	6:58:20A- News-News 13 @ 7am Saturday	1						X					Asheville (WLOS)	NWS13 SAT MORN LEVEL 2	7/11/12
16.1	Normal Line / News	10/27/12-10/27/12	2	:30	6:58:20A- News-News 13 @ 7am Saturday	1						X		1	\$450.00	\$450.00	Asheville (WLOS)	NWS13 SAT MORN LEVEL 2	8/31/12

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17.0	Revised Line / News	10/27/12-10/27/12	2	:30	8A- ABC-Good Morning America Saturday	1						X					Asheville (WLOS)	GD MRN-SAT-ABC LEVEL 2	7/11/12
17.1	Normal Line / News	10/27/12-10/27/12	2	:30	8A- ABC-Good Morning America Saturday	1						X		1	\$700.00	\$700.00	Asheville (WLOS)	GD MRN-SAT-ABC LEVEL 2	8/31/12
18.0	Revised Line / News	10/28/12-10/28/12	2	:30	6:58:20A- News-News 13 @ 7am Sunday	1							X				Asheville (WLOS)	NWS13 SUN MORN LEVEL 2	7/11/12
18.1	Normal Line / News	10/28/12-10/28/12	2	:30	6:58:20A- News-News 13 @ 7am Sunday	1							X	1	\$450.00	\$450.00	Asheville (WLOS)	NWS13 SUN MORN LEVEL 2	8/31/12
19.0	Revised Line / News	10/28/12-10/28/12	2	:30	8A- ABC-Good Morning America Sunday	1							X				Asheville (WLOS)	GMA SUN LEVEL 2	7/11/12
19.1	Normal Line / News	10/28/12-10/28/12	2	:30	8A- ABC-Good Morning America Sunday	1							X	1	\$700.00	\$700.00	Asheville (WLOS)	GMA SUN LEVEL 2	8/31/12
20.0	Revised Line / News	10/23/12-10/23/12	2	:30	4:59P- News-News 13 First News At 5p	1		X									Asheville (WLOS)	FIRST NWS AT 5 LEVEL 2	7/11/12
20.1	Normal Line / News	10/23/12-10/23/12	2	:30	4:59P- News-News 13 First News At 5p	1		X						1	\$1,200.00	\$1,200.00	Asheville (WLOS)	FIRST NWS AT 5 LEVEL 2	8/31/12
21.0	Revised Line / News	10/26/12-10/26/12	2	:30	4:59P- News-News 13 First News At 5p	1					X						Asheville (WLOS)	FIRST NWS AT 5 LEVEL 2	7/11/12

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21.1	Normal Line / News	10/26/12-10/26/12	2	:30	4:59P- News-News 13 First News At 5p	1					X			1	\$1,200.00	\$1,200.00	Asheville (WLOS)	FIRST NWS AT 5 LEVEL 2	8/31/12
22.0	Revised Line / News	10/22/12-10/22/12	2	:30	5:28P- News-News 13 at 5:30p	1	X										Asheville (WLOS)	NWS13 AT 5 30 LEVEL 2	7/11/12
22.1	Normal Line / News	10/22/12-10/22/12	2	:30	5:28P- News-News 13 at 5:30p	1	X							1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 AT 5 30 LEVEL 2	8/31/12
23.0	Revised Line / News	10/24/12-10/24/12	2	:30	5:28P- News-News 13 at 5:30p	1			X								Asheville (WLOS)	NWS13 AT 5 30 LEVEL 2	7/11/12
23.1	Normal Line / News	10/24/12-10/24/12	2	:30	5:28P- News-News 13 at 5:30p	1			X					1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 AT 5 30 LEVEL 2	8/31/12
24.0	Revised Line / News	10/26/12-10/26/12	2	:30	5:28P- News-News 13 at 5:30p	1					X						Asheville (WLOS)	NWS13 AT 5 30 LEVEL 2	7/11/12
24.1	Normal Line / News	10/26/12-10/26/12	2	:30	5:28P- News-News 13 at 5:30p	1					X			1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 AT 5 30 LEVEL 2	8/31/12
25.0	Revised Line / News	10/23/12-10/23/12	2	:30	6P- 7P (EST)	1		X									Asheville (WLOS)	NWS 13 AT 6 LEVEL 2	7/11/12
25.1	Normal Line / News	10/23/12-10/23/12	2	:30	6P- 7P (EST)	1		X						1	\$2,000.00	\$2,000.00	Asheville (WLOS)	NWS 13 AT 6 LEVEL 2	8/31/12
26.0	Revised Line / News	10/25/12-10/25/12	2	:30	6P- 7P (EST)	1				X							Asheville (WLOS)	NWS 13 AT 6 LEVEL 2	7/11/12
26.1	Normal Line / News	10/25/12-10/25/12	2	:30	6P- 7P (EST)	1				X				1	\$2,000.00	\$2,000.00	Asheville (WLOS)	NWS 13 AT 6 LEVEL 2	8/31/12

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27.0	Revised Line / News	10/22/12-10/22/12	2	:30	10:59:56P- News-News 13 11p Late News	1	X										Asheville (WLOS)	NWS13 AT 11 LEVEL 2	7/11/12
27.1	Normal Line / News	10/22/12-10/22/12	2	:30	10:59:56P- News-News 13 11p Late News	1	X							1	\$1,600.00	\$1,600.00	Asheville (WLOS)	NWS13 AT 11 LEVEL 2	8/31/12
28.0	Revised Line / News	10/24/12-10/24/12	2	:30	10:59:56P- News-News 13 11p Late News	1			X								Asheville (WLOS)	NWS13 AT 11 LEVEL 2	7/11/12
28.1	Normal Line / News	10/24/12-10/24/12	2	:30	10:59:56P- News-News 13 11p Late News	1			X					1	\$1,600.00	\$1,600.00	Asheville (WLOS)	NWS13 AT 11 LEVEL 2	8/31/12
29.0	Revised Line / News	10/26/12-10/26/12	2	:30	10:59:56P- News-News 13 11p Late News	1					X						Asheville (WLOS)	NWS13 AT 11 LEVEL 2	7/11/12
29.1	Normal Line / News	10/26/12-10/26/12	2	:30	10:59:56P- News-News 13 11p Late News	1					X			1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 AT 11 LEVEL 2	8/31/12
30.0	Revised Line / News	10/27/12-10/27/12	2	:30	11:30:56P- News-News 13 11p Late Late News	1						X					Asheville (WLOS)	NWS13 AT 11 LEVEL 2	7/11/12
30.1	Normal Line / News	10/27/12-10/27/12	2	:30	11:30:56P- News-News 13 11p Late Late News	1						X		1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 AT 11 LEVEL 2	8/31/12
31.0	Revised Line / News	10/28/12-10/28/12	2	:30	10:59:56P- News-News 13 11p Late News	1							X				Asheville (WLOS)	NWS13 AT 11 LEVEL 2	7/11/12

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32.0	Normal Line / News	10/22/12-10/26/12	2	:30	5:28A- News-News 13 Early 530a		1	1	1	1	1			5	\$600.00	\$3,000.00	Asheville (WLOS)	NEWS	8/31/12
33.0	Normal Line / News	10/22/12-10/26/12	2	:30	5:28P- News-News 13 at 5:30p	1	X	X	X	X	X			1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NEWS	8/31/12
34.0	Normal Line / News	10/22/12-10/26/12	2	:30	6P- 7P (EST)	1	X	X	X	X	X			1	\$2,000.00	\$2,000.00	Asheville (WLOS)	NEWS	8/31/12
35.0	Normal Line / News	10/28/12-10/28/12	2	:30	6P- 7P (EST)	1							X	1	\$1,600.00	\$1,600.00	Asheville (WLOS)	NEWS	8/31/12
36.0	Normal Line / News	10/23/12-10/25/12	2	:30	10:59:56P- News-News 13 11p Late News			1		1				2	\$1,600.00	\$3,200.00	Asheville (WLOS)	11P NEWS	8/31/12
37.0	Normal Line / SPOT	10/27/12-10/27/12	2	:30	7P- Wheel of Fortune Wknd	1						X		1	\$1,000.00	\$1,000.00	Asheville (WLOS)	WHEEL OF FORTUNE	8/31/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments: